

Millennials and Gen Z: Impacts for your Health and Safety Strategy



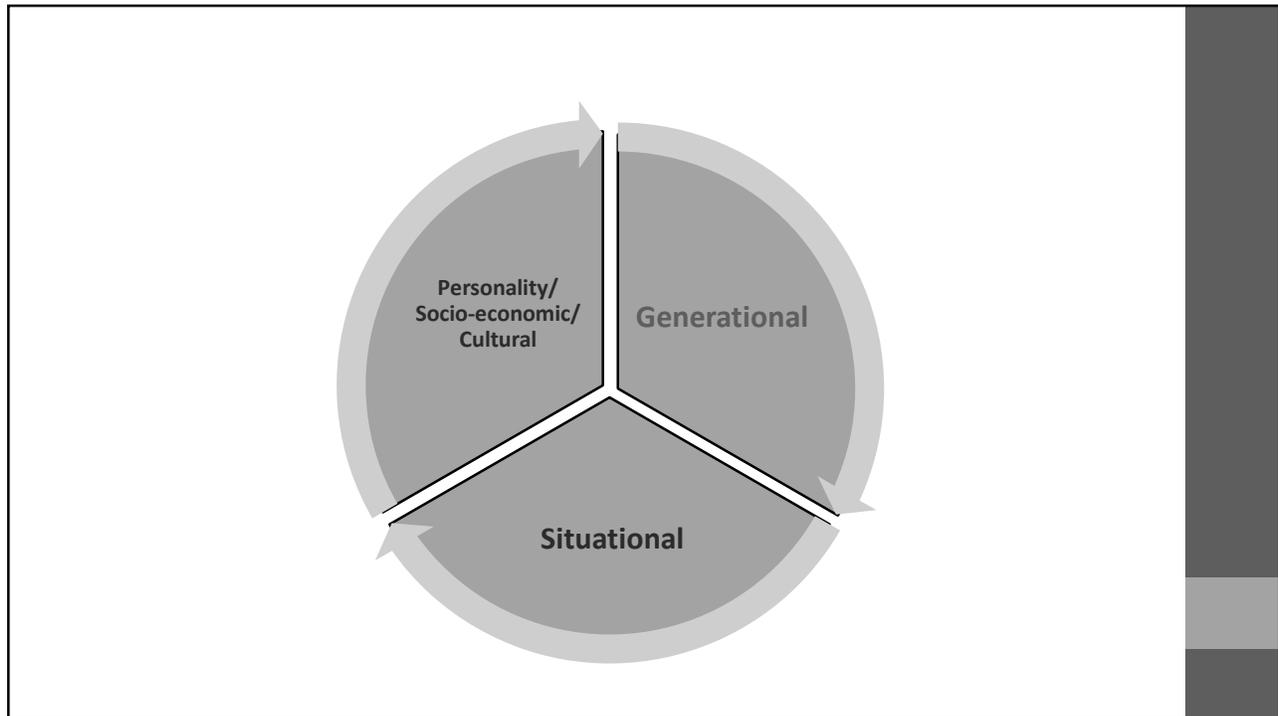
Make it Safe
October 27, 2022

Presenter: Jim Lees, MSW, RSW, MBA
jlees@tbaytel.net

Agenda

1. Clarify our definitions and delineations of generational identity
2. Harken back to what we thought about the “new kids” in the office... the Millennials
3. Explore trends we’re seeing with Gen Zs
4. Ponder how this impacts health and safety strategy





The Six Generations

Birth Years	Age
Traditionalists (1922-1945)	77+
Baby Boomers (1946-1964)	58-76
Gen X (1965-1980)	42-57
Millennials (1981-1996)	26-41
Gen Z/iGen (1997-2012)	10-25
Generation Alpha (2013-)	9 and under

(Buchene and Kovary, *Loyalty Unplugged*, 2007 and *Upgrade Now*, 2012), Twenge, *iGen*, 2017

Generation Y... a.k.a.
 Generation Me
 Millennials
 Echo Boomers
 New Boomers
 Trophy Kids
 Boomerang Generation
 Peter Pan Generation
 Gen Why?
 Internet Generation
 Snowflake Generation
 MyPod Generation
 Baby Boomlets
 Generation Now



Canadian Millennials
 Social Values Study

- Bros & Brittanys 32%
- Diverse Strivers 20%
- Engaged Idealists 17%
- Lone Wolves 16%
- New Traditionalists 11%
- Critical Counterculturalists 4%



FINAL REPORT
 February 2017

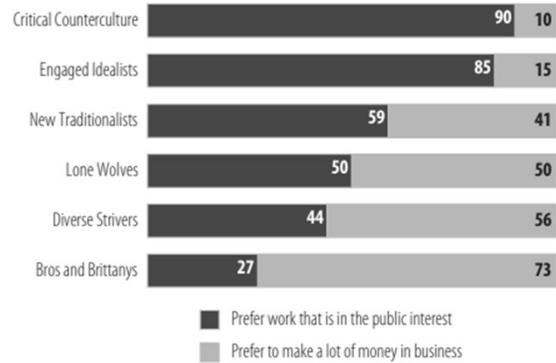


THE J.W. MCCONNELL
 FAMILY FOUNDATION

https://www.environicsinstitute.org/docs/default-source/project-documents/canadian-millennial-social-values-study/final-report.pdf?sfvrsn=394cf27a_2

Preferred type of work

By social values tribes



https://www.environmentalinstitute.org/docs/default-source/project-documents/canadian-millennial-social-values-study/final-report.pdf?sfvrsn=394cf27a_2

What kind of millennial are you?

- <https://environics.ca/segmentation/quiz-what-millennials-tribe-are-you/>

A focus on Millennials...

Social values on which Millennials more strongly stand out (of values consistently reflected in young adulthood)

- Pursuit of intensity
- Penchant for risk
- Pursuit of novelty
- Acceptance of violence
- Sexual permissiveness
- Pursuit of originality
- Personal creativity

Social values on which Millennials more weakly stand out

- Duty
- Religiosity

https://www.environmentalinstitute.org/docs/default-source/project-documents/canadian-millennial-social-values-study/final-report.pdf?sfvrsn=394cf27a_2

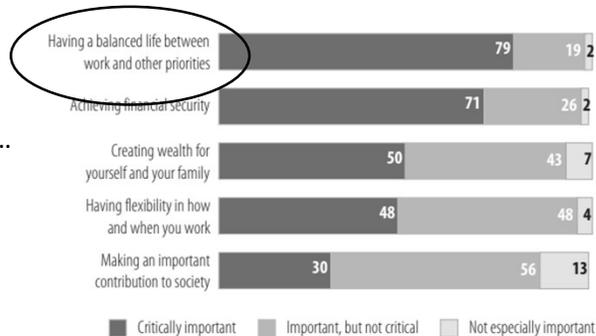
Social Values on which Millennials stand out most clearly from previous generations (a departure from Boomers and Xers when they were young adults)

- Adaptability to complexity
- Flexible families
- Anomie and aimlessness
- Multiculturalism

Somewhat more likely to have...

- Enthusiasm for technology
- Technology anxiety

Importance of work and career goals



https://www.environmentalinstitute.org/docs/default-source/project-documents/canadian-millennial-social-values-study/final-report.pdf?sfvrsn=394cf27a_2

Mistakes we made about the Millennial generation...

- Stereotyping... avocado toast
- Made judgements about them in their “developmental years”
- Out-and-out Boomer jealousy
- Refused to see that their environment became more complicated
- Minimized the deleterious effect of “disruptive technology”
- Minimized the disappearance of the defined benefit pension and other benefits expected by Boomers
- Projecting our insecurity about the zero-sum quality of many issues... hard not to portray many as “generational win-lose”
- Quote the “Gaslighting of the Millennial Generation” book



- “...in terms of life goals, career aspirations, and community engagement, Millennials do not appear to differ much from their parents and grandparents.”
(Environics, 2017)

Generation Z / iGen (Age: 10-25)

Attitudes and Values:

Fiscal conservatism
 Expectation of transparency/less value on privacy
 Realism (pragmatic prep for the business world)
 Concern for business/environmental/ social ethics

Characteristics & Skills:

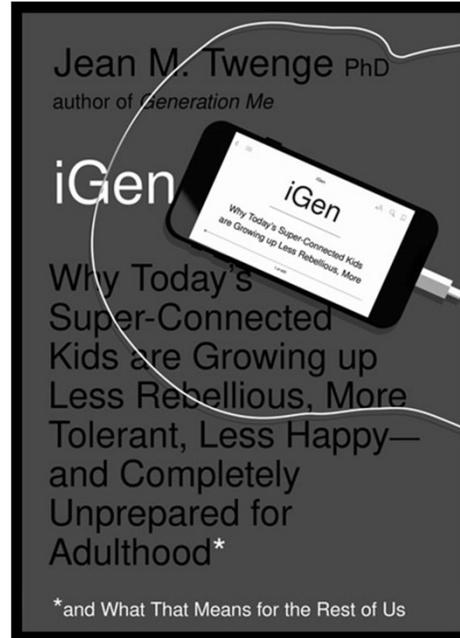
Research abilities (sourcing information)
 Need for constant stimulation
 Poor face to face communication skills
 Hyper insistence on individualization



July 21, 2014

Have Smartphones Destroyed a Generation?, Jean Twenge, The Atlantic, September, 2017





iGen - 10 important trends (Twenge)

- **In no hurry**
 - Extension of c/hood into adolescence
- **Internet**
 - Time on phones/what it has replaced
- **In person no more**
 - Decline of in-person social interaction
- **Insecure**
 - Sharp rise in mental health issues
- **Irreligious**
 - Decline in religion and spirituality

... 10 trends

- **Insulated but not intrinsic**
 - Interest in safety/decline of civic engagement
- **Income insecurity**
 - Attitudes towards work
- **Indefinite**
 - Attitudes about sex, relationships, children
- **Inclusive**
 - Acceptance, equality, free speech debates
- **Independent**
 - Political views

Self-competence/liking (Gr. 12)

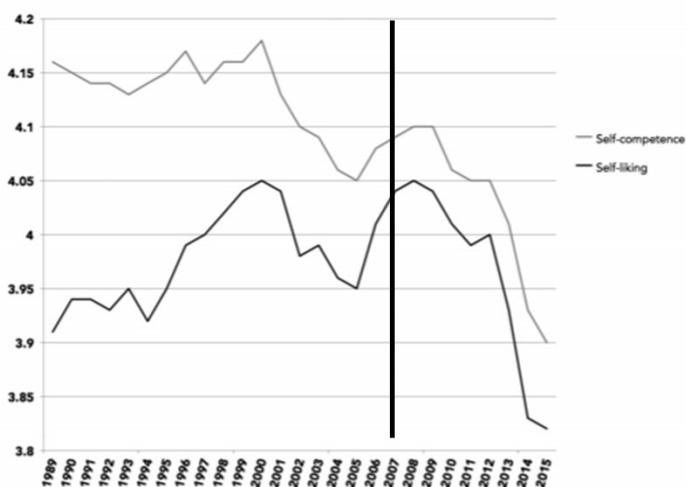


Figure E.10. 12th graders' self-competence and self-liking (subscales of self-esteem). Monitoring the Future, 1989–2015.

Takeaway #1 - In no hurry

- Extension of childhood into adolescence
- First generation who would rather stay children for longer
- May appear younger than chronological age
- Role of parents*



Role of parents...

- <https://www.weareteachers.com/lawnmower-parents/>
- <https://www.newyorker.com/magazine/2022/10/17/helicopter-parents-are-last-years-model>
- <https://www.theatlantic.com/ideas/archive/2022/10/intensive-parent-happiness-health/671782/>
- A spirited research piece defending intensive parenting



Takeaway #2 - Inclusive

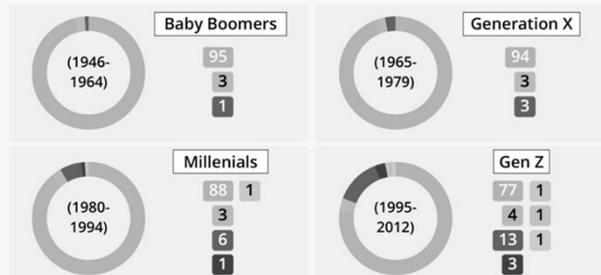
- Acceptance, equality and free speech debates
- Corporate North America: “embracing equality just isn’t an expectation of iGen... it’s a requirement”
- Barely remember a time that same-sex marriage wasn’t legal
- Stand apart on LGBTQ issues
- Gender fluidity
- More racially progressive
- Free versus offensive speech



Generational Differences in U.S. LGBTQI+ Identification

% of U.S. adults that described their sexuality as follows, by generation

● Heterosexual ● Homosexual ● Bisexual ● Pansexual
● Asexual ● Queer ● Other



n=45,650 U.S. online adults. Conducted April 8, 2021 to March 27, 2022.
Source: Statista Global Consumer Survey



statista

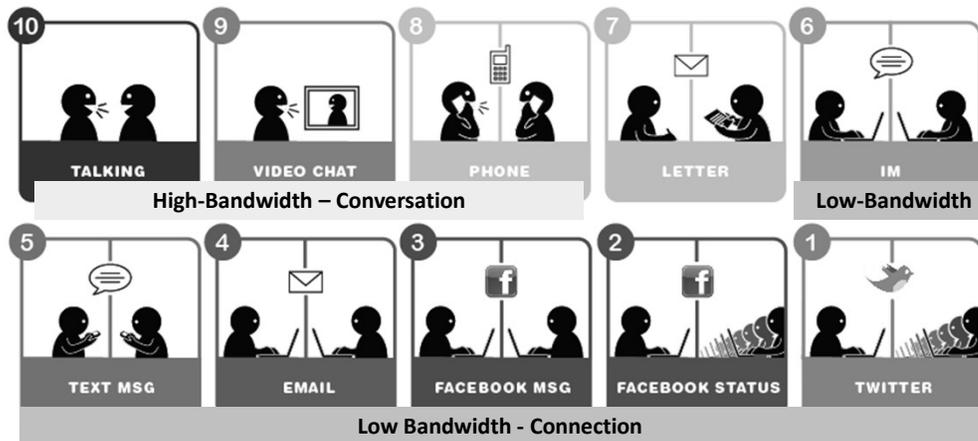
Takeaway #3 – In person no more

- Time on phones
- First total post-internet generation
- First total “social media” generation
- Implications for relationship management
- Decline of in-person social interaction
- Impact on “soft skill” development
- Impact on resilience



Social Interaction...

10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



- Quickly summarizes the value of in person communication...
- <https://www.theatlantic.com/family/archive/2022/09/technology-happiness-communication-relationships/671586/>
- Brooks, A. Technology Can Make Your Relationships Shallower



Takeaway #4 - Insecure

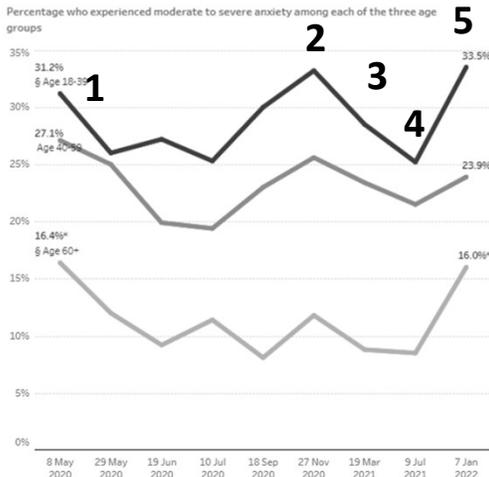
- Sharp rise in mental health issues
- Higher levels of anxiety, depression, issues with self-concept
- Grade inflation (# of grade 12s with A averages)
- Less developed academic skills
- Less independence
- Less idealistic, more pragmatic
- Role of parents



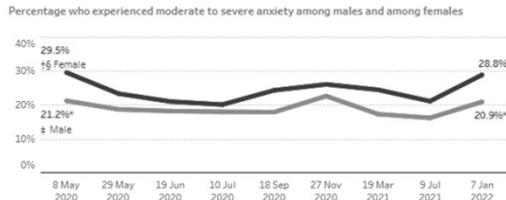
Canadians who experienced moderate to severe ANXIETY

This survey section relates to Canadians who experienced moderate to severe anxiety in the past period.

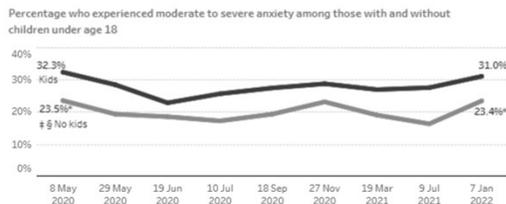
Age



Gender



Children in household

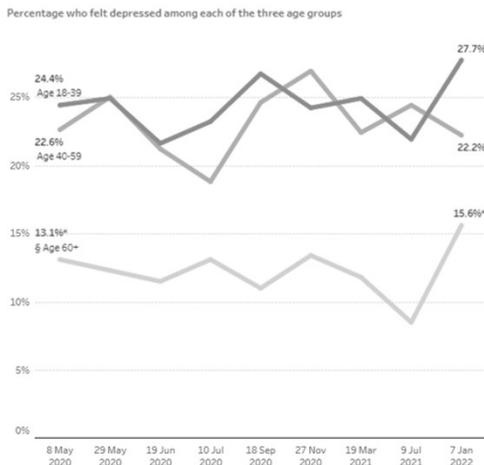


CAMH, COVID-19 National Survey Dashboard,
<https://www.camh.ca/en/health-info/mental-health-and-covid-19/covid-19-national-survey>

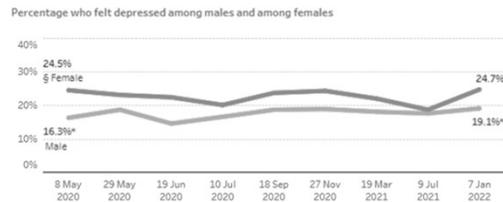
Canadians who felt DEPRESSED

This survey section relates to Canadians who felt depressed in the past period.

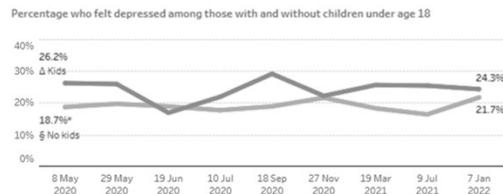
Age



Gender



Children in household



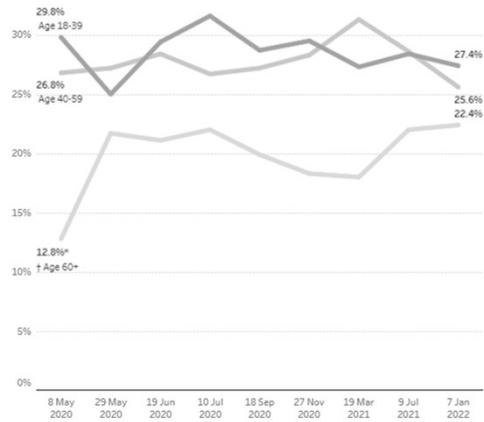
CAMH, COVID-19 National Survey Dashboard,
<https://www.camh.ca/en/health-info/mental-health-and-covid-19/covid-19-national-survey>

Canadians who engaged in BINGE DRINKING

This survey section relates to Canadians who engaged in binge drinking in the past period.

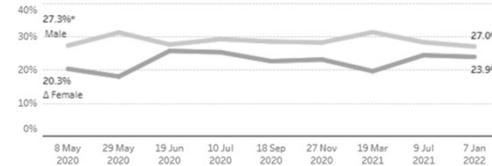
Age

Percentage who engaged in binge drinking among each of the three age groups



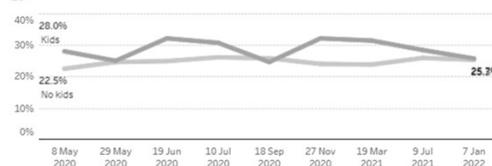
Gender

Percentage who engaged in binge drinking among males and among females



Children in household

Percentage who engaged in binge drinking among those with and without children under age 18



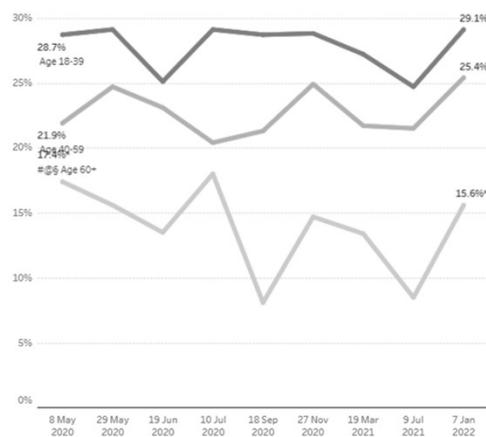
CAMH, COVID-19 National Survey Dashboard,
<https://www.camh.ca/en/health-info/mental-health-and-covid-19/covid-19-national-survey>

Canadians who felt LONELY

This survey section relates to Canadians who felt lonely in the past period.

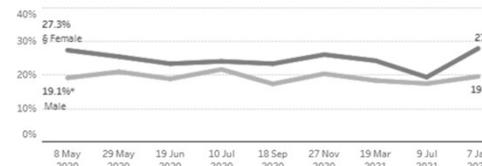
Age

Percentage who felt lonely among each of the three age groups



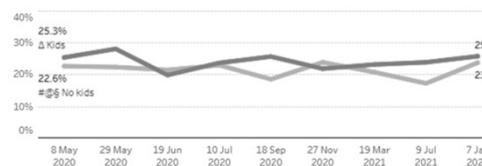
Gender

Percentage who felt lonely among males and among females



Children in household

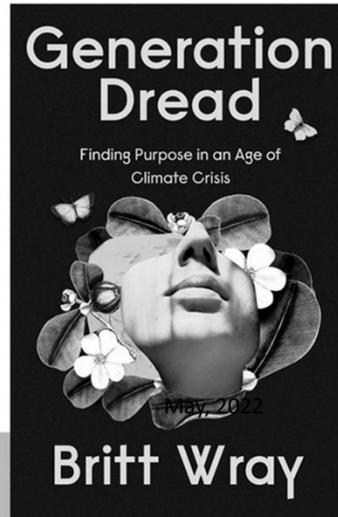
Percentage who felt lonely among those with and without children under age 18



CAMH, COVID-19 National Survey Dashboard,
<https://www.camh.ca/en/health-info/mental-health-and-covid-19/covid-19-national-survey>

Generational background noise...

Naomi Klein, author of *On Fire* and *This Changes Everything*, says, "If you are ready to feel through eco-anxiety, grieve what's lost, and imagine what comes next, read this courageous book."



<https://theyee.ca/Analysis/2022/04/22/How-To-Confront-Our-Crisis-Youth-Climate-Distress/>

Takeaway #5 - Insulated but not intrinsic: more safety and less community

- Interest in safety, decline in civil engagement
- More risk-averse
- "Coddling of the American Mind" (Lukianoff & Haidt)
- Safe spaces, trigger warnings, microaggressions
- Physical safety → Emotional safety
- Expectations of university administration to keep us safe ----> workplace

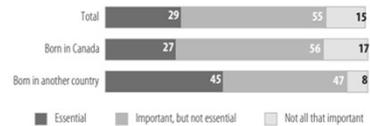


<https://www.theatlantic.com/magazine/archive/2015/09/the-coddling-of-the-american-mind/399356/>

Takeaway #6 – Education and Training

- “Millennials have mixed views about the value of post-secondary education, with **only three in ten believing it is essential to having a fulfilling life**. Among those who now have a degree, **fewer than half** say it has been very helpful to them so far in their career, and this group is divided on whether they would get the same degree were they to do it over again.” (2017)
- GenZ... don't see intrinsic value of education
- Essential, TLDR, TedTalk, asynchronous, choice

How important is a post-secondary degree to having a fulfilling life?



https://www.environmentalinstitute.org/docs/default-source/project-documents/canadian-millennial-social-values-study/final-report.pdf?sfvrsn=394cf27a_2

Takeaway #7 - Income insecurity

- Expectations for getting ahead
- Gen Z are more worried, more pragmatic
- replaced Millennial rose-coloured glasses with blue
- “face more debt, more job competition and lower relative incomes than their parents”



CLEARCO
BY FOUNDERS FOR FOUNDERS

OPINION

Young Canadians are pessimistic – for good reason

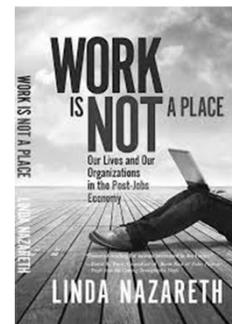
BLAIR GIBBS AND AARON WUDRICK
CONTRIBUTED TO THE GLOBE AND MAIL
PUBLISHED OCTOBER 10, 2022

- We have known for some time that today’s young people face more debt, more job competition and lower relative incomes than their parents and grandparents at the same age. But when we surveyed 1,509 young people – including those who did not attend college – we found there is a worrying lack of optimism about their economic prospects across the board.
- Gibbs & Wudrick, September, 2022
- But these attitudes are not simply a reflection of current financial pressures. In fact, today’s inflation and cost of living pressures are falling hardest on those older Canadians who live alone on fixed incomes. Instead, this pessimism seems to be a result of a wider realization: making economic progress is harder for younger people than ever before.

<https://www.theglobeandmail.com/opinion/article-young-canadians-are-pessimistic-for-good-reason/>

Job skills of the future: “future-proofing”

- Demand and supply-side predictive challenges
- Sure bets? Well, sort of... medical field
- “No matter how fragmented the workforce becomes... still going to be a core of employees who work for companies in full time, permanent jobs...”



Nazareth, L. Work is Not a Place: Our lives and our organizations in the post-jobs economy, 2018

What to expect re: jobs of the future

McKinsey
Global Institute

- Skill shifts through 2030
 - Technological skills (advanced IT and programming)
 - Social and emotional skills (everything that a robot can't do)
- “Non-traditional, independent contractors, on-demand workers and remote workers comprise 20-30% of Canada’s workplace
 - Free Agents
 - Casual Earners
 - Reluctants
 - Financially-strapped

Bughin, J. et. al. (May, 2018) McKinsey Global Institute

Takeaway #8 – Work/Life Balance

- Work-life balance versus “workism”
- <https://www.theatlantic.com/video/index/595672/workism/>
- *“...the belief that work is not only necessary to economic production, but also the centerpiece of one’s identity and life’s purpose, and the belief that any policy to promote human welfare must always encourage more work.”* Derek Thompson



<https://www.theatlantic.com/ideas/archive/2019/02/religion-workism-making-americans-miserable/583441/>

Roughly 40% of Canadian jobs can be done from home

(In the context of a pandemic, telework feasibility (i.e., the degree to which Canadians hold jobs that can be done from home) is an important parameter. Deng, Messacar and Morissette (2020) apply the methodology of Dingel and Neiman (2020) to the 2019 Labour Force Survey data and estimate that 39% of Canadian workers hold jobs that can plausibly be carried out from home.)



• <https://www150.statcan.gc.ca/n1/pub/36-28-0001/2021010/article/00001-eng.htm>

Out of office: Canadians are untethering themselves from work

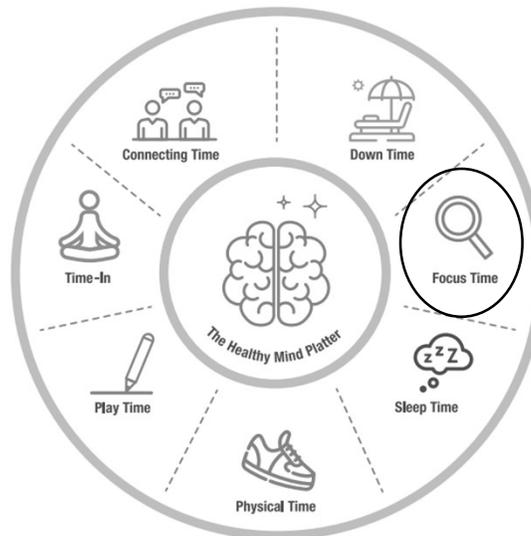
- Ontario enacted a “right to disconnect” law in November, 2021, forcing companies with more than 25 employees to draft policies that address off-hours work communication, with policies due this past June.
- This fall, nearly 40 per cent of Canadians said if an employer mandated a full-time return to the office, they would begin looking for another job permitting remote or hybrid work
- More than 5 per cent said they’d quit immediately rather than face a five-day-week in the office. (U of M/ACS/Leger, Sept, 2022)



• <https://www.thegelobeandmail.com/canada/article-right-to-disconnect/>



- 1/7 is focus time
- Time-In – meditation... open, focused, movement



https://campusmentalhealth.ca/wp-content/uploads/2022/07/CICMH_RestandsSleep_Infosheet_EN_V2.pdf

Closing Thoughts

We're not gonna take it (Letter to the Editor, G & M, October 15, 2022)

Re The Young And The Pessimistic (Oct. 10): The young have every reason to be pessimistic, and to blame their parents for their plight.

Baby boomers, buoyed by safety nets put in place by their parents in reaction to the Great Depression and the Second World War, thrived through the 1950s and 1960s. They squandered this launchpad in the 1970s and 1980s with trickle-down economics and free markets as epitomized by Ronald Regan and Margaret Thatcher.

Now they claim not to understand why life is hard for their children, who are left bereft by the same forces that bankrupted their grandparents. If history is cyclical, capitalists will not voluntarily forgo extraordinary rents and windfall profit.

The next generation, and their boomer parents, should renounce the politics of marketization and instead vote for community-based policy. It would lower inequality via seriously progressive taxes and common wealth shared via free essential services such as education, health, pensions, social housing, etc.

Alan Ball New Westminster, B.C.

Don't worry, young adults, CPP and EI will be there when you need them

BRIDGET CASEY OPINION

BRIDGET
CASEY

OPINION



“Many young people believe they can't rely on social programs such as the Canada Pension Plan and Employment Insurance. That skepticism is understandable. Older generations and government effectively promised them financial security through college education and home ownership, but instead young adults have ended up with an inconsistent job market and unaffordable housing.”

<https://globe2go.pressreader.com/article/281960316677734>

- Parkin, Andrew Making up Time: The Pandemic's Impact on Young Adults in Canada, Environics, <https://www.environicsinstitute.org/projects/project-details/making-up-time-the-pandemic-s-impact-on-young-adults-in-canada>
- Those who have suffered disproportionately:
 - Indigenous peoples, persons with a disability, those who identify as Black
 - Those with postsecondary educational qualifications (18-24)



Home sweet home (Letter to the Editor, G & M, October 15, 2022)

Re Why Remote Staff Are First To Go In Recession Layoffs (Report on Business, Oct. 8): There are people who wish to have a life of actual balance that includes their families. But no, they should endure soulless and lengthy commutes, five days a week, so they can toil in cubicles to keep their overlords happy. What nonsense.

The world has changed and companies that get it will thrive. Those that are punitive and treat employees like widgets will likely lose people. Progressive companies are developing all sorts of new work arrangements that actually consider what is best for employees.

That is what the future looks like, and our whole society will be the healthier and better for it.

Christopher White Whitby, Ont.

- “If the ladder to a middle-class lifestyle of opportunity and assets is not restored for younger people, the **generational divide that is fuelling pessimism among Canada’s under 30s could turn to resentment and even anger**. Expressed politically, such anger could lead to a significant and disruptive political realignment that today’s political parties are not prepared for.”

Thanks everyone

• jlees@tbaytel.net